

Tourism

2009 Governor's Tourism Conference

Presented by Aloysius Butler & Clark

This daylong conference is Delaware's most important tourism industry event.

Don't miss your opportunity to learn about the latest trends and best practices in tourism destination marketing, business financing and technology applications. This conference features a sensational keynote address from travel marketing expert Bill Geist, numerous networking opportunities and an exhibition area featuring industry products and services.

For more information or to register online, visit
<http://dedo.delaware.gov/GTS.html>



Heritage Shores Club
Bridgeville, Delaware

Schedule

The Day at a Glance

9:15 a.m. - 9:50 a.m. **Registration**

9:50 a.m. - 10:00 a.m. **Welcome**

10:00 a.m. - 11:00 a.m. **Morning Breakout Sessions:**

Scoring Big with the Sports Industry

Research shows that, even in a down economy, fans still attend sporting events and promoters are still looking for venues. This informative session shows the most effective strategies for getting the attention of sports promoters – and getting them to your facility. You will also learn what sports promoters are looking for in proposals and how best to partner with other facilities and venues in the area.

Minority Travelers: Reaching This Untapped Market

Studies show that affluent minority groups are among the fastest growing leisure travel audiences, yet are largely untapped. What's the best way to reach a new audience? How do you know who your new audience should be? We'll answer these questions and provide valuable insight into cost effective methods to spread your message further.

Finding the Gold: Business Financing Opportunities For Tourism-based Businesses

Now more than ever, cash flow is king in keeping your business above water. What do you do when the money pool starts to run dry? This session presents an informative look into federal grants and loans available for tourism-based businesses and how to effectively navigate your way through the process.

11:15 a.m. - 2:00 p.m. **Keynote Awards Luncheon**
Featuring **Bill Geist**, President of Zeitgeist Consulting
"MAXIMIZING CONSUMER TRENDS IN A DOWN ECONOMY"

2:15 p.m. - 3:15 p.m. **Afternoon Breakout Sessions:**

Web Marketing: Understanding Social Media

Internet marketing and social media have provided new, creative ways to reach target audiences. Gain an understanding of the new media landscape, from personalized media to online communities.

Surviving and Thriving in the New Green Economy

Join Paul Hughes, host of WILM's "The Great Green Home Show," for an informative, fast paced and sometimes irreverent look at the greening of our culture. With many travelers now exclusively seeking green destinations, this session will offer an informative look on how to make your tourism destination appeal to this audience. Come learn how you can reduce your energy use, save lots of money, improve your health, and contribute to the health of the planet.

....and thanks to this year's **Sponsors!**

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Keynote Awards Luncheon Sponsor



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HISTORIC PRESERVATION**



Governor's Tourism Conference Registration Form

(Please, one registrant per form. Form may be duplicated as needed. Accommodations NOT included.)
Clip and mail TODAY..... must be postmarked by March 25, 2009.

Name: _____

Title: _____

Organization: _____

Daytime phone: _____ Fax: _____

Email: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Questions? Contact: Adam Berger (302) 672-6841 or adam.berger@state.de.us

EARLY BIRD SAVINGS Registration: \$95.00 x _____ = \$ _____
Received **BEFORE** March 25, 2009 Attach list of attendee names, titles.

REGULAR Registration: \$125.00 x _____ = \$ _____
Received **AFTER** March 24, 2009 Attach list of attendee names, titles.

EARLY BIRD SAVINGS Table of 8: \$690.00 x _____ = \$ _____
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REGULAR Table of 8 Registration: \$1,000.00 x _____ = \$ _____
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Total Enclosed: \$ _____

Make checks payable to: Delaware Economic Development Office, Tourism Conference,
and mail to: Delaware Economic Development Office, Attention: Governor's Tourism Conference, 99 Kings Highway, Dover, DE 19901.

Your personal...

Governor's Tourism Conference Registration Form



presented by...



ALOYSIUS BUTLER & CLARK

A fresh perspective in marketing communications

CLIP AND MAIL TODAY or

Credit card users can now register online at:

<http://dedo.delaware.gov/GTS.html>



Keynote Awards Luncheon Speaker...

Bill Geist - President of Zeitgeist Consulting

"MAXIMIZING CONSUMER TRENDS IN A DOWN ECONOMY"

Developing New Products and Messages that Resonate

Despite the economic downturn, consumers are still consuming. They're just consuming differently. Travel marketing expert Bill Geist shares the latest generational and consumer trends with suggestions on how you can capitalize on new attitudes by creating unique products, packages and marketing messages. You'll hear how others are breaking through with unique experiential offerings as well as learn about exciting new marketing tactics that cost little...but can produce big. This fast-paced, 60 minute presentation will arm you with ideas you can implement as soon as you return home.

Bill Geist is the President of Zeitgeist Consulting, a firm specializing in strategic planning, governance, convention center development and legislative issues for convention and visitors bureaus, chambers of commerce, economic development organizations and communities.

He has provided consulting services to over 100 Destination Marketing Organizations since 1995 and is a popular speaker on customer service, trends and marketing across North America. He is the author of *"Destination Leadership for Boards"* and a contributor to *"Fundamentals of Destination Marketing."*

Prior to forming Zeitgeist Consulting, Geist served as the President/CEO of the Greater Madison (WI) Convention & Visitors Bureau and previously led the Kankakee County (IL) CVB where he landed the first multi-year contract ever awarded for the American Power Boat Association's National Outboard Championships.

Geist has served as the President of the Wisconsin Association of Convention & Visitors Bureaus and the Vice-Chairman of the Board of Directors of the Wisconsin Tourism Federation, Vice-Chair of the Wisconsin Governor's Council on Tourism and a Board member of the Illinois Council of Convention & Visitors Bureaus.

Geist holds an Executive MBA from the University of Wisconsin and a Bachelor of Arts degree in Political Science from Kenyon College.



Delaware Tourism Office

99 Kings Highway
Dover, Delaware 19901

**APRIL 2, 2009
REGISTER
TODAY!**

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Presented by Aloysius Butler & Clark

Finding the Gold

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2009
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TODAY**

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Heritage Shores Club, Bridgeville, Delaware



2009 Governor's Tourism Conference Registration Form

Name: _____

Title: _____

Organization: _____

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E-mail: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Individual Registration

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